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PATENT
Attorney Docket No. 50442.010200

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Alan D. Gould et al.

Confirmation No. **9535**

Serial Number: **09/917,792**

Art Unit: **3622**

Filing Date: **July 31, 2001**

Examiner: **Young, John L.**

Title: **Computerized System and Method for Increasing the Effectiveness of Advertising**

RESPONSE AND AMENDMENT UNDER 37 CFR 1.111

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS
BEING DEPOSITED WITH THE UNITED STATES POSTAL
SERVICE, WITH SUFFICIENT POSTAGE AS FIRST CLASS
MAIL IN AN ENVELOPE TO: COMMISSIONER FOR
PATENTS, P.O. BOX 1450, ALEXANDRIA, VA 22315-1450.
ON March 15, 2005
BY Sandra Ferony
SANDRA FERONY

In response to the non-final Office Action dated September 15, 2004, please amend the
above-identified application as follows

Amendments to the Claims are reflected in the listing of claims which begins on page
2 of this paper.

Remarks/Arguments begin on page 10 of this paper.

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